

Message Text

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 DRC-01 RSC-01 /030 W

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R 171937Z JUL 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 2798

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E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: FOREIGN BUYER GROUP - TEXPO 74

REF: MEXICO 4401

1. MEMBERS MEXICAN GROUP THAT ATTENDED TEXPO 74 CONTACTED EMBASSY IN ORDER TO EXPRESS THEIR DISSATISFACTION OVER NEW YORK EXHIBITION.; CRITICISM CENTERED ON FOLLOWING POINTS:

A. WHILE SEVERAL MAJOR NEEDLETRADE MACHINERY MANUFACTURERS PARTICIPATED IN SHOW, NO MACHINERY WAS EXHIBITED OR OFFERED FOR SALE. MEXICAN GROUP WAS PARTICULARLY INTERESTED IN LATEST US NEEDLETRADES TECHNOLOGY AND WAS FRUSTRATED BY INABILITY TO VIEW AND PURCHASE SUCH MACHINERY AT SHOW.

B.GROUP ALSO

INTERESTED IN OBTAINING SWATCHES ON FABRIC PATTERNS EXHIBITED AT SHOW WHICH THEY COULD TAKE BACK TO MEXICO WITH THEM. NO EXHIBITORS WOULD SELL OR PROVIDE SAMPLES BUT WERE ONLY INTERESTED IN TAKING FABRIC ORDERS. THIS IMPRACTICAL BECAUSE TEXTILE FABRICS CANNOT NORMALLY BE IMPORTED INTO MEXICO. WITH GREAT EFFORT, SOME MEXICAN BUYERS MIGHT HAVE BEEN ABLE TO IMPORT LIMITED QUANTITIES BUT DELAY IN CLEARING CUSTOMS WOULD BE SO LENGTHY THAT FASHIONS WOULD NO LONGER BE SEASONAL.

C. RESERVATIONS HELD BY MEXICAN GROUP AT NEW YORK HILTON WERE LIMITED OFFICIAL USE

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NOT HONORED BY HOTEL.

D. MEXICANS WERE UNABLE TO LOCATE INTERNATIONAL VISITORS
VIP LOUNGE. LONG REGISTRATION LINE ALSO AGGRAVATED VISITORS.

2. COMPARED WITH SIMILAR EXHIBITIONS, TEXPO FOUND WANTING
IN GENERAL. MORE SPECIFICALLY, MEXICANS WONDERED WHY ORGANIZERS
OF TEXPO AND USDOC MADE CONCERTED EFFORT TO ATTRACT FOREIGN
BUYERS FROM COUNTRIES WHERE FABRICS ARE NOT IMPORTABLE.
ACCORDING TO MEXICANS, COLOMBIAN AND BRAZILIAN GROUPS EXPRESSED
SIMILAR VIEWS AT SHOW.

3. EMBASSY MADE CONSIDERABLE EFFORT TO OVERCOME INITIAL
RESISTANCE MEXICANS TO TRAVEL TO TEXPO. CONSIDERING RESULTS
CITED ABOVE, EMBASSY SUGGESTS USDOC REVIEW DESIRABILITY
OF PROMOTING FOREIGN BUYER GROUPS TO TEXPO SHOULD THIS
EXHIBITION BE REPEATED IN FUTURE YEARS.
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